

VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON VISITOR

*MEETING, CONVENTION AND INCENTIVE
VISITOR*

VISITING FRIENDS AND RELATIVES



VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON: There were 648,092 honeymooners to Hawaii during the year, 2.1 percent less than in 1999. The decline was caused by a 6.9 percent drop in the international market, which offset a 5.1 growth in honeymooners from the domestic U.S. segment. Close to 68 percent of the honeymooners were first-time visitors to the islands. The majority purchased group or packaged tours while only about 24 percent traveled as true independents.

Oahu remained the most popular destination, hosting close to 75 percent of all honeymooners. However, visitations to Oahu declined 2.0 percent compared to 1999. There were also fewer honeymooners to the Big Island (-1.9%), but more visited Lanai (+20.3%), Kauai (+7.8%) and Maui (+3.1%).

Honeymooners spent the most time on Maui (5.72 days), followed by Oahu (5.32 days), and Kauai (5.24 days). Almost 88 percent stayed in hotels, while nearly 9 percent chose condominiums.

MEETING, CONVENTION AND INCENTIVE: In 2000, the number of MCI travelers surged 18.6 percent to 574,916 due to healthy increases from all three conventions, meetings and incentives segments. Nearly 79 percent were domestic visitors while 21 percent came from foreign countries.

Among MCI visitors, both first-time and repeat travelers exhibited very strong growth compared to 1999 but repeat visitors continued to account for a larger share (60%). More than half (53.9%) came as true independents, while the remainder purchased either group or package tour accommodations. All islands reported increased visitations from MCI travelers over the prior year, led by Oahu (+25.9%), the Big Island (+17.9%) and Lanai (+10.5%).

MCI visitors averaged a length of stay of 7.94 days in Hawaii, shorter than the average of 8.88 for all visitors. They spent the most time on Big Island (6.29 days), followed by Maui (6.25 days) and Oahu (6.13 days). Hotels remained their primary lodging choice, accommodating over 91% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: 446,365 visitors came to the islands to see friends and relatives in 2000, up 9.8 percent from the prior year. Only 17.4 percent came from foreign countries. 76.4 percent were returning visitors to the islands, and 84.1 percent were independent travelers. About 73 percent of this group of visitors went to Oahu, 21.4 percent visited Maui, and 18.3 percent visited the Big Island.

The length of stay for this group of visitors (12.24 days) averaged longer than all visitors (8.88 days). Visitors here to see friends and family spent the most time on Oahu (10.44 days), followed by the Big Island (9.03 days) and Maui (8.83 days). Nearly 60 percent of this group of visitors stayed with their friends and relatives, 27.1 percent stayed in hotels and 9.8 percent stayed in condominiums.

FIGURE 7: 2000 Visitor Arrivals by Purpose of Trip

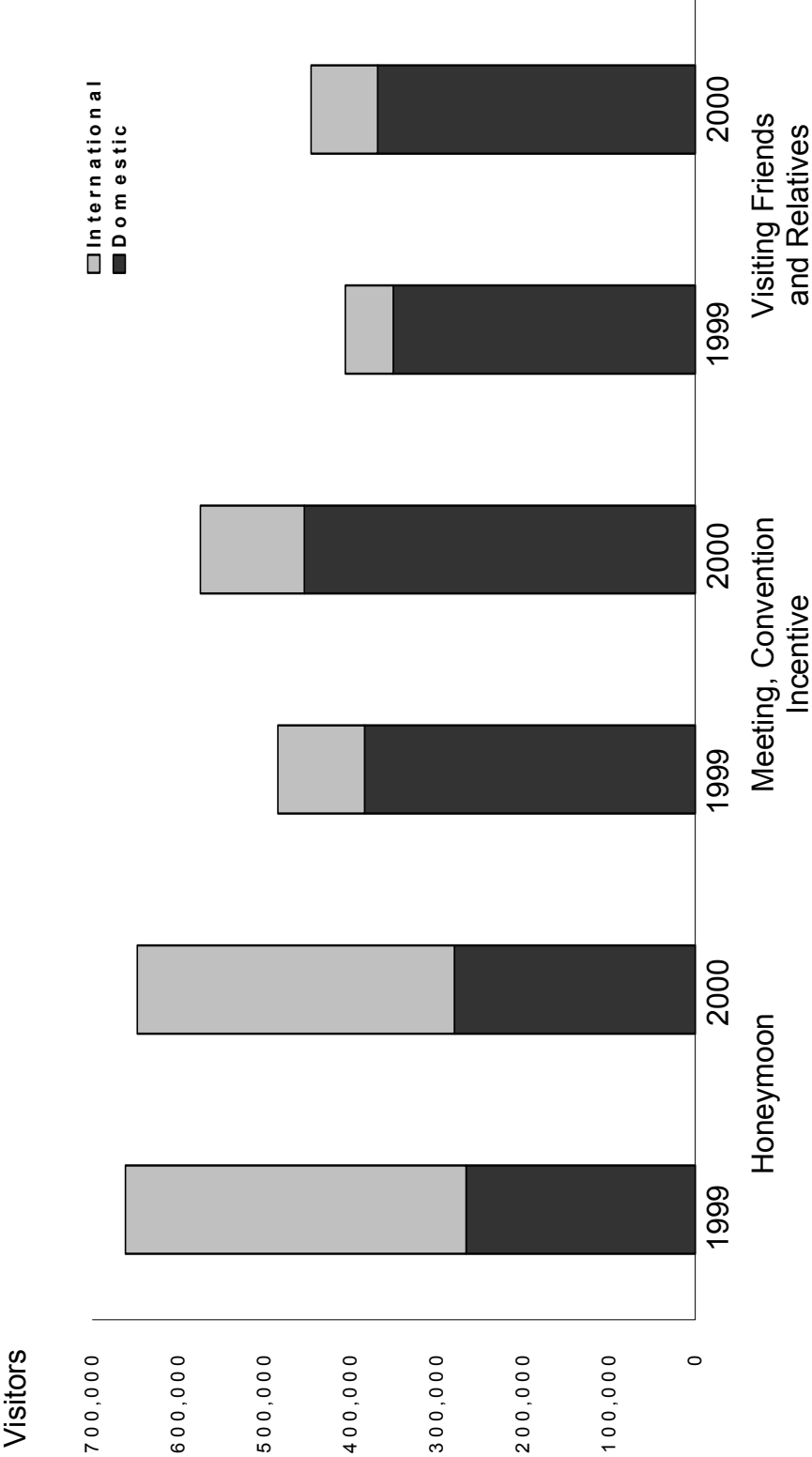


TABLE 27: Honeymoon Visitor Characteristics: 2000 vs. 1999

Honeymoon	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	4,809,335	4,851,915	-0.9%	2,675,686	2,528,753	5.8%	2,133,649	2,323,161	-8.2%
Total Visitors	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
PARTY SIZE									
One	36,764	37,904	-3.0%	30,869	29,081	6.1%	5,896	8,823	-33.2%
Two	421,142	439,346	-4.1%	213,182	205,308	3.8%	207,960	234,038	-11.1%
Three or more	190,186	184,517	3.1%	35,792	31,915	12.1%	154,393	152,602	1.2%
Avg Party Size	2.39	2.33	2.4%	1.91	1.91	0.2%	2.75	2.62	5.0%
VISIT STATUS									
First-Time	440,405	439,459	0.2%	175,991	169,818	3.6%	264,413	269,641	-1.9%
Repeat	207,687	222,308	-6.6%	103,852	96,487	7.6%	103,835	125,822	-17.5%
Average # Trips	2.00	1.91	4.8%	2.47	2.42	2.1%	1.64	1.56	4.9%
TRAVEL METHOD									
Group Tour	242,047	213,278	13.5%	15,838	17,031	-7.0%	226,208	196,246	15.3%
Package	487,030	481,982	1.0%	153,932	152,846	0.7%	333,099	329,137	1.2%
Group Tour & Pkg	234,014	193,723	20.8%	12,406	13,651	-9.1%	221,608	180,073	23.1%
True Independent	153,029	144,258	6.1%	122,479	110,078	11.3%	30,550	34,180	-10.6%
ISLANDS VISITED									
Oahu	484,924	494,948	-2.0%	139,080	133,005	4.6%	345,844	361,943	-4.4%
Maui County	232,404	225,890	2.9%	161,246	157,497	2.4%	71,158	68,393	4.0%
...Maui	229,091	222,237	3.1%	158,541	154,645	2.5%	70,550	67,591	4.4%
...Molokai	4,075	4,071	0.1%	3,240	3,372	-3.9%	835	699	19.5%
...Lanai	8,469	7,040	20.3%	6,547	6,120	7.0%	1,922	920	108.8%
Kauai	109,005	101,091	7.8%	84,724	84,747	0.0%	24,280	16,344	48.6%
Big Island	91,290	93,072	-1.9%	46,864	47,301	-0.9%	44,426	45,771	-2.9%
...Hilo	22,715	25,008	-9.2%	13,163	13,630	-3.4%	9,551	11,378	-16.1%
...Kona	79,492	41,787	90.2%	41,560	41,787	-0.5%	37,932	0	NA
LENGTH OF STAY									
Oahu (days)	5.32	5.31	0.1%	5.81	5.54	4.7%	5.12	5.22	-2.0%
Maui (days)	5.72	5.53	3.5%	6.66	6.35	4.8%	3.62	3.64	-0.6%
Molokai (days)	3.74	3.78	-1.0%	4.05	4.17	-2.9%	2.52	1.87	35.2%
Lanai (days)	3.59	3.82	-6.0%	3.89	3.70	5.2%	2.57	4.63	-44.5%
Kauai (days)	5.24	5.28	-0.7%	5.93	5.78	2.6%	2.82	2.66	6.0%
Big Island (days)	4.46	4.48	-0.6%	5.69	5.64	1.0%	3.16	3.29	-4.1%
...Hilo (days)	2.75	2.86	-3.8%	3.58	3.48	3.1%	1.61	2.13	-24.5%
...Kona (days)	4.34	5.25	-17.4%	5.28	5.25	0.7%	3.30	3.25	1.4%
Statewide (days)	7.42	7.33	1.2%	9.56	9.50	0.7%	5.79	5.87	-1.4%
ACCOMMODATIONS									
Hotel	567,196	569,487	-0.4%	214,739	207,852	3.3%	352,457	361,635	-2.5%
...Hotel Only	543,799	548,647	-0.9%	198,819	191,866	3.6%	344,981	356,780	-3.3%
Condo	57,649	62,207	-7.3%	44,160	48,975	-9.8%	13,489	13,233	1.9%
...Condo Only	44,263	49,213	-10.1%	35,340	39,046	-9.5%	8,923	10,168	-12.2%
Timeshare	16,988	NA	NA	13,511	NA	NA	3,477	NA	NA
...Timeshare Only	13,268	NA	NA	10,089	NA	NA	3,179	NA	NA
Apartment	3,012	2,665	13.0%	2,073	2,109	-1.7%	939	556	69.0%
Bed & Breakfast	8,040	10,824	-25.7%	6,463	5,677	13.8%	1,577	5,147	-69.4%
Cruise Ship	3,040	3,564	-14.7%	2,331	3,270	-28.7%	709	294	141.3%
Friends or Relatives	10,204	8,848	15.3%	8,838	8,292	6.6%	1,367	556	145.9%
PURPOSE OF TRIP									
Pleasure (Net)	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
...Honeymoon	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
MC&I (Net)	2,340	2,413	-3.0%	1,206	1,161	3.9%	1,134	1,252	-9.5%
...Convention/Conf.	1,174	890	31.8%	890	748	19.0%	283	142	98.9%
...Corp. Meetings	693	355	95.4%	296	286	3.8%	397	69	473.6%
...Incentive	813	1,228	-33.8%	179	187	-4.4%	634	1,041	-39.1%
Other Business	609	577	5.5%	391	577	-32.2%	218	0	NA
Visit Friends/Relatives	3,246	2,619	23.9%	1,800	1,828	-1.5%	1,446	791	82.7%
Government/Military	360	189	90.4%	249	189	31.7%	111	0	NA
Attend School	128	167	-23.1%	38	49	-21.9%	90	118	-23.5%

NA: Not available

Source: DBEDT

TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2000 vs. 1999

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	4,564,806	3,843,898	18.8%	3,770,113	3,155,530	19.5%	794,693	688,368	15.4%
Total Visitors	574,916	484,751	18.6%	454,063	384,171	18.2%	120,853	100,580	20.2%
PARTY SIZE									
One	151,524	128,508	17.9%	119,054	98,498	20.9%	32,470	30,009	8.2%
Two	273,460	227,185	20.4%	236,304	205,813	14.8%	37,156	21,373	73.8%
Three or more	149,932	129,058	16.2%	98,704	79,860	23.6%	51,228	49,198	4.1%
Avg Party Size	1.79	1.79	-0.2%	1.73	1.73	-0.1%	2.00	2.02	-0.6%
VISIT STATUS									
First-Time	230,825	189,366	21.9%	167,771	138,275	21.3%	63,054	51,091	23.4%
Repeat	344,091	295,385	16.5%	286,292	245,896	16.4%	57,799	49,489	16.8%
Average # Trips	3.78	4.03	-6.2%	3.98	4.14	-3.9%	3.02	3.59	-15.8%
TRAVEL METHOD									
Group Tour	166,707	136,353	22.3%	98,003	86,757	13.0%	68,704	49,596	38.5%
Package	233,142	194,339	20.0%	153,432	139,759	9.8%	79,710	54,580	46.0%
Group Tour & Pkg	134,693	108,421	24.2%	72,399	66,021	9.7%	62,294	42,399	46.9%
True Independent	309,759	262,480	18.0%	275,026	223,677	23.0%	34,733	38,803	-10.5%
ISLANDS VISITED									
Oahu	331,058	263,057	25.9%	234,780	180,632	30.0%	96,278	82,424	16.8%
Maui County	206,668	195,378	5.8%	179,719	176,278	2.0%	26,949	19,100	41.1%
...Maui	199,015	188,604	5.5%	172,809	169,917	1.7%	26,205	18,688	40.2%
...Molokai	4,045	3,765	7.4%	3,461	3,359	3.0%	584	407	43.7%
...Lanai	12,523	11,331	10.5%	10,927	10,890	0.3%	1,597	441	261.6%
Kauai	71,722	68,850	4.2%	63,553	63,845	-0.5%	8,168	5,005	63.2%
Big Island	131,354	111,403	17.9%	112,514	96,028	17.2%	18,840	15,375	22.5%
...Hilo	23,744	25,066	-5.3%	18,709	19,010	-1.6%	5,035	6,056	-16.9%
...Kona	119,633	98,262	21.7%	103,108	86,710	18.9%	16,525	11,552	43.0%
LENGTH OF STAY									
Oahu (days)	6.13	5.81	5.5%	6.31	5.71	10.6%	5.69	6.05	-5.8%
Maui (days)	6.25	6.28	-0.4%	6.42	6.37	0.9%	5.14	5.44	-5.6%
Molokai (days)	5.13	5.12	0.1%	5.60	5.14	9.1%	2.29	4.97	-53.9%
Lanai (days)	5.05	4.34	16.4%	5.17	4.32	19.8%	4.23	4.87	-13.1%
Kauai (days)	5.50	5.71	-3.7%	5.78	5.83	-0.9%	3.35	4.27	-21.4%
Big Island (days)	6.29	6.12	2.8%	6.5	6.22	5.1%	4.82	5.51	-12.6%
...Hilo (days)	4.16	3.90	6.8%	4.50	3.88	16.1%	2.91	3.96	-26.4%
...Kona (days)	6.08	5.85	3.9%	6.31	6.03	4.6%	4.60	4.48	2.7%
Statewide (days)	7.94	7.93	0.1%	8.30	8.21	1.1%	6.58	6.84	-3.9%
ACCOMMODATIONS									
Hotel	525,755	437,409	20.2%	413,791	344,226	20.2%	111,965	93,183	20.2%
...Hotel Only	494,781	413,304	19.7%	387,184	323,756	19.6%	107,596	89,548	20.2%
Condo	36,831	38,203	-3.6%	31,137	32,321	-3.7%	5,694	5,881	-3.2%
...Condo Only	21,437	24,661	-13.1%	18,012	20,285	-11.2%	3,425	4,376	-21.7%
Timeshare	8,660	NA	NA	6,649	NA	NA	2,010	NA	NA
...Timeshare Only	5,236	NA	NA	3,539	NA	NA	1,698	NA	NA
Apartment	2,746	3,942	-30.3%	2,035	1,917	6.2%	711	2,026	-64.9%
Bed & Breakfast	6,910	5,639	22.5%	5,821	4,252	36.9%	1,089	1,387	-21.5%
Cruise Ship	2,201	2,443	-9.9%	1,627	2,323	-30.0%	574	120	377.0%
Friends or Relatives	12,916	12,071	7.0%	11,778	10,168	15.8%	1,138	1,903	-40.2%
PURPOSE OF TRIP									
Pleasure (Net)	63,593	52,378	21.4%	47,677	39,134	21.8%	15,917	13,244	20.2%
...Honeymoon	2,340	2,448	-4.4%	1,206	1,161	3.9%	1,134	1,287	-11.9%
MC&I (Net)	574,916	484,751	18.6%	454,063	384,171	18.2%	120,853	100,580	20.2%
...Convention/Conf.	362,760	297,628	21.9%	298,435	247,556	20.6%	64,325	50,072	28.5%
...Corp. Meetings	116,074	100,482	15.5%	95,793	79,792	20.1%	20,281	20,690	-2.0%
...Incentive	102,953	91,973	11.9%	64,876	61,412	5.6%	38,078	30,561	24.6%
Other Business	2,830	2,029	39.5%	2,558	2,001	27.8%	272	28	886.1%
Visit Friends/Relatives	2,546	3,065	-16.9%	2,263	2,007	12.7%	283	1,058	-73.2%
Government/Military	1,463	2,628	-44.3%	746	819	-8.9%	718	1,809	-60.3%
Attend School	200	212	-5.8%	93	212	-56.1%	107	0	NA

NA: Not available

Source: DBEDT

TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2000 vs. 1999

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	5,465,303	5,269,520	3.7%	4,682,429	4,435,396	5.6%	782,874	834,124	-6.1%
Total Visitors	446,365	406,468	9.8%	368,869	350,874	5.1%	77,496	55,594	39.4%
PARTY SIZE									
One	135,687	118,784	14.2%	111,655	108,385	3.0%	24,032	10,399	131.1%
Two	176,374	167,199	5.5%	147,815	143,315	3.1%	28,559	23,884	19.6%
Three or more	134,304	120,485	11.5%	109,399	99,174	10.3%	24,905	21,311	16.9%
Avg Party Size	1.72	1.70	1.4%	1.72	1.70	1.2%	1.74	1.69	2.7%
VISIT STATUS									
First-Time	105,372	101,557	3.8%	82,853	80,711	2.7%	22,520	20,846	8.0%
Repeat	340,992	304,912	11.8%	286,016	270,163	5.9%	54,976	34,748	58.2%
Average # Trips	7.13	7.09	0.6%	7.45	7.28	2.3%	5.59	5.84	-4.3%
TRAVEL METHOD									
Group Tour	20,254	17,276	17.2%	8,652	8,195	5.6%	11,602	9,081	27.8%
Package	67,541	65,837	2.6%	49,036	47,903	2.4%	18,505	17,934	3.2%
Group Tour & Pkg	16,976	12,628	34.4%	5,704	5,205	9.6%	11,272	7,423	51.8%
True Independent	375,545	342,063	9.8%	316,885	299,981	5.6%	58,660	42,082	39.4%
ISLANDS VISITED									
Oahu	326,182	303,809	7.4%	265,934	248,636	7.0%	60,248	55,173	9.2%
Maui County	100,511	100,967	-0.5%	85,714	90,209	-5.0%	14,797	10,758	37.5%
...Maui	95,625	95,129	0.5%	81,099	85,351	-5.0%	14,526	9,779	48.6%
...Molokai	5,767	5,896	-2.2%	5,302	5,253	0.9%	465	642	-27.5%
...Lanai	4,475	4,823	-7.2%	3,850	4,340	-11.3%	624	483	29.2%
Kauai	50,725	53,433	-5.1%	45,546	49,167	-7.4%	5,178	4,266	21.4%
Big Island	81,777	82,103	-0.4%	68,366	71,530	-4.4%	13,411	10,573	26.8%
...Hilo	35,260	35,598	-0.9%	29,107	30,816	-5.5%	6,153	4,782	28.7%
...Kona	60,251	60,101	0.2%	51,114	53,342	-4.2%	9,137	6,760	35.2%
LENGTH OF STAY									
Oahu (days)	10.44	10.44	0.0%	10.73	10.35	3.7%	9.19	10.89	-15.6%
Maui (days)	8.83	8.42	4.8%	8.90	8.52	4.5%	8.42	7.60	10.8%
Molokai (days)	6.06	5.26	15.2%	6.33	5.32	18.9%	3.01	4.75	-36.6%
Lanai (days)	6.39	5.07	26.0%	6.78	4.50	50.7%	3.96	10.20	-61.2%
Kauai (days)	8.17	7.97	2.5%	8.54	8.02	6.5%	4.93	7.40	-33.4%
Big Island (days)	9.03	9.37	-3.6%	9.4	9.23	1.3%	7.39	10.32	-28.3%
...Hilo (days)	7.06	7.69	-8.2%	7.48	7.62	-1.9%	5.07	8.13	-37.7%
...Kona (days)	7.87	8.02	-1.9%	8.25	7.97	3.5%	5.74	8.41	-31.8%
Statewide (days)	12.24	12.96	-5.6%	12.69	12.64	0.4%	10.10	15.00	-32.7%
ACCOMMODATIONS									
Hotel	120,956	104,925	15.3%	91,551	83,916	9.1%	29,405	21,009	40.0%
...Hotel Only	88,382	73,576	20.1%	66,549	59,041	12.7%	21,834	14,535	50.2%
Condo	43,728	46,131	-5.2%	35,755	38,117	-6.2%	7,972	8,014	-0.5%
...Condo Only	31,607	33,914	-6.8%	26,839	28,141	-4.6%	4,767	5,773	-17.4%
Timeshare	7,792	NA	NA	7,032	NA	NA	760	NA	NA
...Timeshare Only	4,510	NA	NA	3,946	NA	NA	564	NA	NA
Apartment	13,561	12,733	6.5%	10,039	10,159	-1.2%	3,522	2,573	36.9%
Bed & Breakfast	5,950	5,175	15.0%	4,910	4,603	6.7%	1,040	572	81.6%
Cruise Ship	4,862	1,499	224.4%	914	1,169	-21.8%	3,948	330	1096.1%
Friends or Relatives	266,682	257,836	3.4%	234,607	227,359	3.2%	32,075	30,477	5.2%
PURPOSE OF TRIP									
Pleasure (Net)	77,906	68,701	13.4%	57,754	57,420	0.6%	20,152	11,282	78.6%
...Honeymoon	3,246	2,588	25.4%	1,800	1,828	-1.5%	1,446	760	90.3%
MC&I (Net)	2,546	2,996	-15.0%	2,263	2,007	12.7%	283	988	-71.3%
...Convention/Conf.	1,702	2,014	-15.5%	1,538	1,463	5.1%	164	551	-70.3%
...Corp. Meetings	694	830	-16.4%	576	354	62.7%	118	477	-75.2%
...Incentive	473	466	1.5%	292	227	28.7%	181	240	-24.3%
Other Business	4,260	5,619	-24.2%	3,371	3,926	-14.1%	889	1,694	-47.5%
Visit Friends/Relatives	446,365	406,468	9.8%	368,869	350,874	5.1%	77,496	55,594	39.4%
Government/Military	804	843	-4.6%	652	707	-7.8%	152	135	12.0%
Attend School	556	1,026	-45.8%	272	543	-50.0%	285	483	-41.0%

NA: Not available

Source: DBEDT